

Baking Clubs @ Work!

Home Baking Association
Educator Award Winning Program



Cheryl Z. Doyle and Louann Moos—Family & Consumer Sciences Teachers • Sharon Davis, FCS Ed, HomeBaking.org

Pennbrook Middle School Family & Consumer Sciences (FCS) teachers Cheryl Doyle and Louann Moos began with a student's request for a baking club. Together they created the club and "baked to build STEAM."

(*Bake to Build STEAM* www.homebaking.org/visuals/)

Baking Club Goal

Bake consistently good products to be self-supporting AND charitable. Be inclusive—any student may apply, be interviewed and work, as lab space allows.

Methods Pennbrook Bake Club limited applications to 8th or 9th grade students. All had taken FCS.

- At the beginning of the school year, students apply, write essay; may be interviewed.
- Teach baking fundamentals, ingredient functions; *mise en place*; demonstrate measurement.
–Baking Substitution Science: www.homebaking.org/wp-content/uploads/2019/07/baking_webinar.pdf
–Baking Food Safety 101: www.homebaking.org/baking-food-safety/
–A Baker's Dozen Labs & Baking Glossary: www.homebaking.org/glossary
- Students research recipes they are interested in. These are analyzed for cost, skill level required, product shelf life and handling requirements and market appeal for where they will be sold.
- Products are evaluated with sensory evaluation forms. Each sensory category requires 65% or better approval; recipe adjustment may be needed or new formula found.
www.homebaking.org/wp-content/uploads/2019/05/final_kitchenscience.pdf
- Bake sale options and sites are determined based on local events. Products meeting the requirements for the bake sales planned are selected, costed and price set.
- How to portion, present and package each product is planned.
- Teams develop ads for the school or local TV, social media and sign posting.



The Pennbrook Baking Club
North Penn School District, Lansdale, Penn.

WHAT TO BAKE Everybody shares ideas, and the club decides based on: Who would love to buy this recipe? Why? Are we experienced enough to bake it? Is the cost to produce (time or ingredients) too high? Is it tough to handle and sell? Will it be sold outside or inside?

HOW WE BAKE Baking teams research recipes, demonstrate, the club samples and evaluates.

- Try test kitchen recipes/formula first homebaking.org/hbmembers/
- Apply accurate measurement methods or scale ingredients kingarthurfLOUR.com/learn/
Videos and Baking Glossary homebaking.org/glossary/
- Apply portion control with scales and uniform scoops; note a serving's baked net weight
- Clean hands, equipment, counters; no raw dough or batter is tasted—only finished baked goods are sampled; cool on wire cooling racks; handle with gloved hands
- Products costed-on-line cost calculators pricingbakedgoods.com/recipe/
- Analyze recipes to determine appropriate portion size, nutritional value, packaging
recipes.sparkpeople.com/recipe-calculator.asp

WHERE AND HOW WE SELL Club committees and teams are formed and rotate assignments.

Primary goal: to produce consistent, appealing baked products for local sales.

Choose products to be sold for specific events, markets, seasons—take pre-orders!

Develop "signature" or local specialties.

Interview a local baker—home or professional!

Create labels with product name, date, ingredients, net weight and appropriate packaging.

Determine and assign prices according to product size, cost and affordability for customers.

Sales team develops ads, social media, posters, flyers.

→ Want to sell DURING school hours?

A Bakers Dozen Smart Snack recipes qualify: www.homebaking.org/skill-level/culinary/

Objectives and FCS Standards, 3.0

1. Identify and apply home and culinary baking tools and techniques. (2.1; 8.5)
2. Demonstrate safe and correct use of large and small appliances. (8.3.1; 8.3.2; 8.3.5)
3. Demonstrate knowledge of baking ingredient functions when test baking products. (3.5.2)
4. Apply food safety practices in the preparation and handling of baked goods. (8.2.5-7; 9.2.1)
5. Utilize scales and portioning techniques to achieve uniform, consistent products. (8.5.3)
6. Research and develop bake sale products and sales plans. (1.2; 3.5; 8.5.12; 9.5.6)
7. Produce a profit from the sale of baked goods and donate to a local organization. (3.5.3; 3.5.8)

Baking Club Application

(sample information to include)

The Baking Club will bake items to be sold after school for events or take-out. The profits will be donated locally plus support this program.

Name

Age Grade

Parent/Guardian Name

Parent Phone

Parent e-mail

Please note any special needs or dietary restrictions

How experienced do you consider yourself to be with recipe terms and techniques?

Rookie / Somewhat / Expert

Have you baked in FCS or 4-H? Yes / No

List and describe foods **you** prepare at home

List your after-school activities this year

Essay: In complete sentences, explain why you want to be a part of the Baking Club.

Where would you choose to donate profits?

Would you be willing to do one bake sale for NoKidHungry.org?

Meeting days, time and location

Please return application by (date) to (teacher).



Bakers @ Work

"Students learned quickly that selling is not just taking money and putting a product into a bag. Learning how to display and describe each product took some lessons and practice, but again helped to increase sales—no one walks away with just one item!"

Creativity: What helped boost sales?

- Create a Food Cart! Adapt a food service utility cart as a "roving bake sale" to sell at outdoor playing fields and multiple gyms or event rooms.
- Create short commercials...get permission as needed to post and share!
- Post signs throughout the school and community when you're selling or taking orders.
- Have a variety of large handheld signs for the students to use during half time, make a run through the gym during the period breaks of the basketball games.
- Include the charity you'll benefit in the promotion—ask their promotional help!
- Know your best sellers: Cinnamon Rolls, Snickerdoodles, Cake Pops (cake pops demonstrated here: biggerbolderbaking.com/cake-pops-ice-cream-cones/)
- Unique shapes sell—braids, rolls, mascots! See Dough Sculpting 101 www.homebaking.org/wp-content/uploads/2019/05/doughsculpting101online.pdf
- Sell a "Signature" Product—a local ethnic, school or community favorite!
- Prepare "bake-it-later" mixes for a sales boost! 1001 Cookie Starter Mix works!

Pennbrook's Famous Brookie

Makes a 9x13-inch pan, 20 bars

Ingredients

Brownie Layer:

- 1 cup (7 oz) granulated sugar
- ½ cup (4 oz) butter, melted
- 1 tsp vanilla
- 2 large (4 oz) eggs
- ⅓ cup (1.4 oz) cocoa powder
- ½ cup (2.1 oz) all-purpose flour
- ⅛ tsp salt
- ¼ tsp baking powder

Cookie Layer:

- ½ cup (4 oz) butter, softened
- ½ cup (3.6 oz) light brown sugar
- ¼ cup (1.75 oz) white sugar
- ½ tsp vanilla
- 1 large (2 oz) egg
- 1¼ cup (5.25 oz) all-purpose flour
- ½ tsp salt
- ½ tsp baking soda
- 1 cup (8 oz) semi-sweet chocolate chips

Instructions

Tie hair, put on apron, wash hands.

Preheat oven to 350°F. Grease a 9x13-inch baking pan.

STEP 1: Prepare the brownie layer.

1. Stir 1 cup white sugar, melted butter and vanilla together in a large mixing bowl. Add the 2 eggs and stir vigorously with a whisk.
2. Mix in the cocoa powder and stir until well combined.
3. In a small mixing bowl, measure the flour, baking powder and salt and stir to combine. Add to the cocoa mixture. Stir until well blended.
4. Pour into prepared pan. Bake brownie layer** 20 minutes.

STEP 2: While the brownie layer bakes, prepare the cookie layer.

1. In a medium mixing bowl, with the electric mixer, beat together the butter, brown sugar, white sugar, and vanilla. Beat until light and creamy. Add the egg and beat another 2 minutes, until very light and fluffy.
2. In a small mixing bowl, whisk together the flour, salt, and baking soda to blend well.
3. Gradually add flour mixture to butter mixture, beat lightly to combine. Stir in chips.

STEP 3: Assemble the Brookie.

**** As soon as the brownie layer is removed from the oven, cover the brownie layer with the cookie batter by placing large spoonfuls for cookie batter over the hot brownie. Carefully spread the cookie layer to cover. Work quickly and carefully so cookie layer does not melt! Return to oven; bake another 20 minutes. Cool completely before cutting.**

Wash pans, preparation surfaces and hands. Put out wire cooling rack. Assemble knife, food handling gloves and Brookie packaging to use once they are cooled.

Calculate cost per serving, write the food label contents: ingredient list, net weight, date packaged, nutrition basics.



Create or Download Labels



www.homebaking.org/wp-content/uploads/2019/12/HBA_Homemade_Labels_FINAL-1.pdf

1001 Cookie Starter Mix



chsugar.com/recipe/1001-cookie-starter-mix

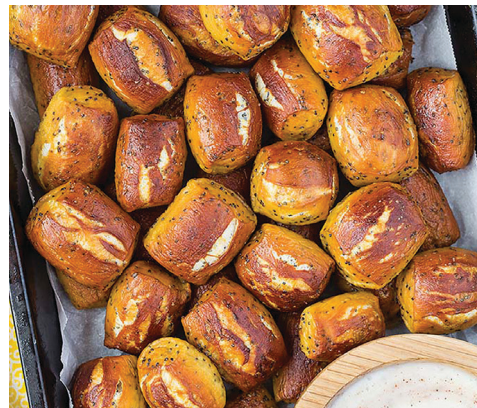
Offer SAVORY and SWEET Taco Pinwheels



Sell within 2 hours of baking or hold at 145°F

nationalfestivalofbreads.com/sites/default/files/recipe_book_2010.pdf

Make it Bite-Sized! Soft Pretzel Bites



redstaryeast.com/recipes/soft-pretzel-bites